

Air ROTC for OU? Original application submitted in 1945

by Jim Bourne

A "bombshell" of confusion and tension exploded in the auditorium last Wednesday morning.

Bewildered students filed into the hastily assembled convocation and waited.

President Milo Bail spoke on the establishment of an Air ROTC at OU. The students were polled whether they favored the proposal.

In 15 minutes the auditorium was empty, and knots of babbling students gathered to discuss the move. Sample questions, left unanswered, were, "Why so suddenly did the university decide on an Air ROTC?" and "Are they 'railroading' us into accepting such a unit?"

In 1945 OU applied to the federal govt. for an Air ROTC unit. The school's bid was rejected on the grounds that it lacked the necessary facilities for training, namely, a fieldhouse in which to house a rifle range and adequate storage space.

Again in 1948, an application was submitted. This time the Air Force sent a crew to inspect OU, but they came up with the same answer, "We are sorry but your facilities are not complete. Apply again when they are."

The fieldhouse was erected early in 1950. We now had the facilities

colleges which lacked an engineering school.

Under the requirements of early 1950, a school had to guarantee 25 engineering graduates each year available for the program.

OU gave up the idea of an Air ROTC and filed an application for an infantry unit. Before this application was submitted, however, school officials checked with the Air Force for any possible changes in requirements. They were the same.

Late in 1950, through a Washington friend of OU's, it was learned there was again a possibility that a unit be activated at OU. After checking, the requirements had been changed to "25 engineering graduates or 50 liberal arts graduates per year available to stock the unit."

It was now Jan. 8, 1951. If an application was to be submitted, it had to be in Washington by Jan. 19. The administration worked day and night compiling the necessary data for the application. It was then learned the application had to go through "channels," endorsement by the comm-

These "channels" consisted of endorsement by the commanding generals of Selfridge Air Force Base, Mich., and Mitchell Field, N. Y. Utmost speed was essential

at this time, so J. E. Woods, director of veteran's information, flew to Selfridge, then to Mitchell with the application. In three days it was in the Pentagon office of the Director of ROTC.

Last Monday OU received a letter from the American Council of Education, stating that in order to make OU's application complete, a poll must be taken of the faculty and student body for their opinion on the unit.

Again the administration had to work fast, for the questionnaire results had to go back through "channels." This time they would go by mail, consequently taking longer. The complete application, including the questionnaire results must be in the Pentagon by Feb. 16.

Since the change in rules to 50 liberal arts graduates, many s-c-h-o-o-l-s became eligible for the program. The Pentagon office became swamped with applications. The colleges showing the greatest interest will be granted the units. This is the reason for the poll.

Woods commented, "We are not trying to sell the students a bill of goods, if a unit is installed. We are merely seeking a feasible solution to the current draft problem."

Why we want an ROTC unit

Why does Omaha University want an air ROTC unit? The Gateway feels such a unit is vitally necessary to both the men of the university and the university itself.

For college men, an ROTC unit has two main values. First, it results in deferment for members of the unit, thus enabling men to complete their college education. Second, it gives young men of college ability a chance to serve their country as officers rather than as enlisted men.

Omaha University, we think, owes these benefits to the young men of the community. Many present students at OU will not qualify for the ROTC program because they are too far advanced in college. But an ever-increasing number of high school graduates will be able to profit from the program. Omaha University must consider these men, too.

The proposed air ROTC unit will also benefit the University of Omaha directly. It will help stabilize the male enrollment. This will enable the university to continue the activities which make college "college"—such activities as athletics, dances, organizational functions and student productions.

The presence of an air ROTC unit will also help the university to balance its budget. The tuition paid by men who otherwise might be drafted will keep the university's income at more nearly its normal level. Thus, the university will be less likely to face the necessity of dropping certain courses or professors. It will be better able to continue its expanding program of service to the community.

An air ROTC unit seems to offer a solution to the university's dilemma. It will give Omaha University an opportunity to continue its own growth while it helps to meet the military needs of the nation. T.N.T.

Step names ten more vocation interpreters

Ten additional interpreters have been announced for the third annual Vocations Day Seminars by Student Chairman Gene Step.

Interpreter for "Music In The Merchandising World" is Richard Walter, assistant manager and vice-president, Hospe Music Store. Leading the discussion on "Your Future In Physical Education" will be James Dutcher, director of Athletics, Doane College, Crete, Nebraska.

Philip Vogt, Douglas County welfare director will speak on "Our Social Heritage." Predicting a career in advertising will be John B. Maye, Beaumont and Hohman advertising agency.

Mrs. W. F. Giles will tell prospective writers about "Free Lance Writing: A Vocation or Avocation." M. C. Haber, general mechanical engineer for the Union Pacific Railroad, will address engineering students on "Your Future in Mechanical Engineering."

The secondary education seminar will be led by Richard Krebs, principal of South High School. Leading the discussion on "Personnel Relations at Work" will be George L. Storms, personnel assistant, Metropolitan Utilities District.

Bozell and Jacobs representative, Floyd Wilson, will cover "Commercial Art." "Service to Society" will be interpreted by Richard Collins, sheriff of Douglas County.

New students to get directories Tuesday

New students may pick up their student directories Tuesday.

Campus Calendar

Feb. 9-10

High School Journalism Clinic, Omaha University.

Saturday, Feb. 10

OU-Iowa Teachers wrestling, Fieldhouse, 8 p.m.

Monday, Feb. 12

OU-Augustana basketball, Fieldhouse, 8 p.m.

OU will see cagemen at pep rally Monday

The basketball team, coaches and cheerleaders will turn out for a pep rally Monday in the Student Center. The 12:30 rally is for the OU-Augustana game in the Fieldhouse Monday night. The game is scheduled for 8 p. m.

Tyson reveals teams for March tourney

Debaters who will enter the 60th Annual Northwest Debate Tournament at St. Thomas' College, St. Paul, Minnesota have been announced by J. D. Tyson, debate coach.

The two men's debate teams include Gene Step, Jerry Roitstein, John Madden, and Ralph Selby. The squad will travel to St. Paul for the tournament which will be held March 1, 2, and 3.

Meanwhile, the teams are participating in special programs in preparation for the March tournament.

Art students visit therapy center as prep for Easter poster design

Nine commercial art students will design publicity posters for the Easter Seal Drive February 25 to March 25.

In preparation for the drive, the students made a research tour Wednesday for Dr. Lord's School and Therapy Center. Purpose of the tour was to give the students a psychological background for the posters, according to Dr. Berthe Koch, department head.

The Nebraska Society for Crippled Children will place the posters in downtown stores and businesses during the drive.

One of two of the posters will

Linton is second faculty lecturer

The effectiveness of radio as a propaganda weapon in defending the American way of life will be discussed at the second Faculty Lecture Series Wednesday evening. Bruce H. Linton will speak on "The Role of Radio in the War of Ideologies," at the 8 P. M. session. The talk in the university auditorium is open to the public.

Linton, who is acting chairman of the Speech, Debate and Dramatics Department and director of radio, received his Masters degree from Northwestern University in 1948. His special field of research was radio as a propaganda medium. A graduate of Muskingum College, he served three years in the army as radio announcer and machine gunner. As instructor in radio and supervisor of broadcasting, he joined Northwestern's faculty in 1947. In 1950, Linton came to the University of Omaha.

Bail announces ROTC plan, takes student poll at convo

"Do you favor an Air Force ROTC unit at Omaha University?"

This was the question put to the entire student body Wednesday morning in the auditorium. Addressing the packed room was President Milo Bail.

Student Council supports ROTC

To the student body of the University of Omaha:

We, the members of the Student Council, hereby go on record as supporting the proposed Air Force ROTC training program for the following reasons:

1. The establishment of such a unit will be of aid to our country in the present crisis—and in the future.

2. It will enable present students to use to advantage the education they now have—and perhaps to complete their four years of schooling.

3. The plan can give those now in high school the privilege of completing their education at the university, as well as the chance to qualify as officers in the Air Force.

4. This program will enable the university to carry on its educational program when male enrollment otherwise would have slackened.

The Council sincerely hopes that such a program will be established permanently at Omaha University so that the university can assume its responsibility in the nation's educational and military program.

At the special assembly, Dr. Bail told the students that colleges and universities will be the main training ground for Army, Navy and Air Force officers in the future. "Although competition is growing," he said, "College trained men will have better chances at commissions than youths who enter the ranks and try to work up."

Most of the juniors and seniors in colleges that have ROTC units are almost certain to be offered commissions when they graduate, the president asserted. He added

Air Force ROTC poll results as of Wednesday evening are as follows:

Eighty-eight percent of the student body voted. Of this amount, 94 percent voted in favor of having the unit. This percentage included the four possible favorable answers. Six percent of those voting were opposed or indifferent to the plan.

These figures were released by Placement Director John E. Woods.

that approximately 65 per cent of the freshmen and sophomores in ROTC will be accepted for further training and eventual commissions.

The president pointed out that the young men of this community should have the opportunity to train for officers' candidate school.

The Gateway

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No. 30

The president goes to bat . . .

"He'll really go to bat for you." That popular expression pays tribute to someone who has shown himself ready to use his influence to help someone else.

And we think the statement can well be applied to Dr. Milo Bail.

We think the president played a big part in securing for college students the right to preferential enlistments after draft notices have been received. The new plan makes it possible for men to enlist in the service branch of their choice and still stay in college until June.

Dr. Bail first proposed the change in policy Dec. 7 in telegrams to U. S. Senators Hugh Butler and Kenneth Wherry, he pointed out that many college men were leaving school to enlist in the branch of service they preferred.

A month later, the presidents of Midland and Dana Colleges renewed the appeal. Because the problem outlined by Dr. Bail had by then become acute, prompt action followed. On Jan. 19 the Defense Department announced the new policy.

The Midland and Dana College presidents happened to be in Washington at the time of their actions; news stories originated from both Washington and Omaha. In the excitement of the policy change, the local press seemed to forget that Dr. Bail had foreseen the flurry of enlistments and had initiated plans to prevent it.

The Gateway has not forgotten this service. It salutes Dr. Bail for his part in helping both the college men of this country and the universities themselves out of a tight spot. T.N.T.

Peek at your brain—

Verbs, insanty, cigarettes get onceover from Columnist Wiggle

By Al Wiggle

1. Is it true that college girls know verbs better than college boys do?

Yes. An experiment by Brown of Yale shows this clearly. First, a selection of verbs, aphids and molluscs were scattered pipsy-tipsy on a table. A group of ten men and ten woman from the university were told to identify the verbs. Surprisingly enough only one man, while ten woman! Tell that to the boy friend next time he gets smart, girls.

2. For some time I've had the feeling that I'm insane. How can I tell?

Try this simple test. Set three shallow pans on the floor. Fill one with hot water, one with cold water and one with luke-warm water. Now take off your shoes and put one foot in the hot water and the other in the cold water. Wait twenty minutes, then put both feet in the luke-warm water and count to 70. If this process seems normal to you, then you're insane.

3. Green of Harvard says "half the people in college shouldn't be and half the people not in college should be." Is this true?

Preposterous! Green is a half-baked idiot anyway. Stupid people who say who should be in college and who shouldn't get my goat. Half indeed! Cliff of Omaha gives much better figures which are .04 and .00 respectively. I say give them all a shovel and get these m. a. and b. s. ideas out of their heads.

4.4. Do cigarettes slow up your thinking?

Yes, when smoked. Cigarettes, with the exception of those advertised in this paper, have definite corpuscular action on the brain. If you are planning to do any thinking, quit smoking two or three days in advance. Further details on this problem can be found in my booklet "Cigarettes, Sex, and Will Power."

THE GATEWAY

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For those who rationally think things out and ponder the pros and cons of what will be said in this column don't let the title of my wanderings disturb you. I always look on the bright side of things.

By the end of next week another top national fraternity will be on campus, which makes three down and two local. Congratulations to the Alpha Sigs who will affiliate with Sigma Phi Epsilon next Saturday.

Don't pat yourself on the back because you're not conceited. You'd better see a psychiatrist! You're probably unhappy and maladjusted. So don't be afraid to tell everyone what you do. People you can trust that is... A healthy self-love is good, according to a leading New York psychiatrist. Well, I'll be... no wonder everyone on the Gateway staff is always so happy.

Here's one for the Dean of Students... There's a progressive movement around school for the overthrow of the annual Tomahawk contest in favor of a search for the girl with the most beautiful shape. This idea has definite merits but who wants to wait years for a Tomahawk.

Jerry Roitstein is keeping up with the Greeks. He is writing what he considers the top points for "A Good Life". Example... Always wash your face first... after this your hands are already clean. He's got a million of 'em.

My Minister came out with a good one Sunday. He was explaining the new registration cards everyone was to fill out with the usual church information... name, address, baptism record etc. The card left four blanks for children. Scanning the card, he announced, "If there are more than four children, you'd better list them at the bottom under 'Extra Activities and Special Interests'."

Another thought... Whatever happened to the Freshmen Talent Show that was to be this month... there's no lack of material and talent. Freshman performers in the Tom-Tom Revue proved that.

If you happen to see someone different strolling around the halls today, don't get too excited. They will be here only today for the second annual High School Journalism Conference.

Have you noticed the wall behind the cash register in the Snack Shack? It seems that every week Manager Gordon Best has some new design and slogan up there. They're always hand painted and

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Chin in the soup—

Male home ec major no novice in kitchen

William Chin, OU sophomore, is preparing for the inevitable. But he loves it! Bill is the only male around the OU campus who is majoring in home economics and concentrating on cooking. He is going to be a Chinese-American chef.

Bill's been cooking since he's been tall enough to get his hands in the pots and pans. "I learned all I know about cooking from my father," he said. Mr. Chin owns the King Fong Chinese restaurant.

sure do brighten up the walls.

The day of reckoning is coming nearer. Grade cards should be arriving at your mailbox early next week. For the exact time and expert interception leave a suitable fee on my desk and your address. No names please. I operate strictly above board.

Attention University officials! A way to raise money has been found. According to a university instructor a small college was sadly in need of funds and had found an 'angel' in the person of a little old lady who had just one request before she'd turn over the green stuff. Her horse had to have a degree from college. The president, not above a little horseplay agreed. The day of commencement the horse trotted up to the president and received his degree.

Remarked the President "First time I ever gave a degree to a whole horse."

The atmosphere of good home cookin' got under the skin of the entire Chin family—Bill's two brothers and two sisters are also in the food business.

Army chow

Bill spent four and one-half years in the army in the campaigns in Africa, Italy, Sicily and Corsica. He was mess sergeant. Even after this experience, he brushed up by taking a course in quantitative cooking last summer. He wants to learn nutritional values of food as an addition to his practical knowledge.

Being the only man in most of his classes, Bill is razzed quite a bit. "I expect it though," he said. Bill is the only male member of the Home Ec club and he sincerely regrets that he cannot attend the meetings regularly.

Caterer, owner

After attending classes Bill cooks at the American Legion's Post No. 1 and also sidelines as a caterer. He's owned two restaurants before taking the home ec course here. Just think how high he could raise the cooking curve!

While he's home Bill's on a busman's holiday. "I have to shove him out of the kitchen," said his wife. "He gets in my way." But Sunday is his day in the kitchen.

Bill Chin firmly believes that the way to his heart is through his stomach and he's not having anyone get there before he does.



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Indian squad beats Doane on Tuesday

By Bob Peck

Coming to life in the last half, Omaha U. downed Doane, 61-51, Tuesday night in the Fieldhouse.

Although the score was close throughout most of the game, the Indians were the masters of the contest, controlling both boards.

The Indians were paced by the 24 point production of Don Claussen, who played his first game on the Omaha floor. He was given able support by the other Indian centers, Lee Nelson and Bob Stedman. Nelson entered the game in the second half and counted for eight points. Stedman potted five in his brief appearance.

Omaha, led by Larry Micheels, jumped into an early 7-1 lead, but cooled off and were leading by a slim 27-26 margin at the half.

Last minutes

Omaha padded their lead going into the last ten minutes, but the Tigers started to close the gap. Omaha probably could have upped the score in the last few minutes, as Nelson and Claussen were fouled. But the Red and Black elected to play it safe, and they took the ball out of bounds.

The Bengals were pressing at the end, but any hopes they had of knotting the score was crushed as Claussen broke through for a field goal in the waning moments of the game.

OU cagers face Morningside foe

"Toss the ball to the center" will probably be the word as OU tangles with Morningside College of Sioux City tomorrow.

The Maroon's offense operates around their 6 ft. 6 in. center, Dick Weidenfeld. At OU, Don Claussen, Coach Don Pflasterer's second semester whiz, has averaged 17 points in five games.

Weidenfeld, who graduated from Creighton Prep, has averaged 20 points a game, in addition to working well on rebounds. Doug Gresham, a 6 ft. 5 in. forward, and Red Norris are two of his rather able assistants.

For the Indians, Bob Moscrey seems to be improving, and has hit consistently in the last few games. Don Fitch owns a combined charley-horse and weak ankle, and probably will not start. But the Indians seem long on guards of about the same scoring ability.

Morningside and OU have met the same team but one this year, and the result hints that the Indians are in for a long Saturday night. The Maroons whipped Washburn and Washburn has beaten OU twice.

It is rumored that this is the best team to come out Morningside since 1940, and right now they are resting in second place in the North Central Conference.

Coach Pflasterer commented on the Maroons with a sly smile, saying, "They like to win ball games."

Augustana invades

Monday night OU will meet Augustana College in their ninth home game. Including the Alumni contest they have broken even, winning 4 and losing 4.

Augustana participates in the North Central Conference, and has a well known coach. Coach 'Odney has quite a record for turning out winning basketball teams, according to Omaha Coach Don Pflasterer.

Men's murals—

ISA defeats front running Blackhawks

ISA pinned the first loss on the league-leading Blackhawks in the mural basketball league last Friday in the Fieldhouse. The game was close all the way, and the winners won in the last few minutes by a 31-28 score.

Bill Duffack, leading scorer of the league, paced the ISA attack with 13 markers. Johnny Potts dumped in 10 points for the losers.

Theta Phi Delta and Pawnees won their games on the same program. Theta's romped over the Otoes, 29-19. Louie Anderson bagged 12 points for the winners. Russ Kerr scored 12 markers for the losers.

Pawnees rolled over Theta Chi, 29-12. Nielsen pumped in 8 points for the victors.

Monday's game between Alpha Sigma Lambda and Otoes was postponed.

In Tuesday's action, Pawnees dropped Theta Chi Delta, 25-14. Newell Breyfogle scored seven markers for the winners. Bernie Anderson hit six points for the losers.

Theta Chi massacred Phi Epsilon Pi in the other contest. The score was 31-6. Don Maseman set the pace for the winners with 23 points.

In the only "B" game of the week, ISA romped to a 23-7 victory over Theta Chi. Gary Bartlett poured in 12 points for ISA. Clark scored seven for the losers.

ISA "B" team cinched the "B" league championship with the route over Theta Chi "B." The victory was the fourth for the ISA club.

Wesleyan invites OU women to be guests

Nebraska Wesleyan University has invited all OU girls to attend a play day on their campus in Lincoln Feb. 24.

The two schools will participate in several sports such as basketball and table tennis. Any girl wishing to go is urged to contact Helen Tiaht, Beverly Copeland or Miss Vera Duerschney, women's gym instructor.

Alpha Xi Delta and Zeta Tau Alpha will open the women's basketball tournament next Tuesday at 3:30. Wednesday's game will match the Sigma Kappa team against Independents, while the unaffiliated girls will face Chi Omega Thursday.

OU gets new photo service at half-price

The Teaching Aids Bureau has expanded this semester.

An improved photographic service is now available to take pictures on and off campus for university student and organizations—and at half the price asked last year.

Under the direction of Dick Keim, former Gateway photographer, the service will copy photographs and make prints, enlargements and photostats.

The department also boasts a brand new Vu-Lyte Opaque Projector for classroom use.

Matmen meet Teachers, try to get victory

Freshmen eligibility will be the big question as Omaha University's wrestling squad play host to the high-ranking Iowa Teachers tomorrow night at the Fieldhouse.

If such stars as Bob Grau and Lynn Farris plus newcomers Ralph Nielson, Bob Moore, and Jim Christensen are not allowed to wrestle, the Indian grappling crew will be seriously depleted.

The only remaining team members with experience include Paul Bashus, Charlie and Frank Mancuso, and Howard Byram.

Even if the team were at full strength it would face unsurmountable odds to attain victory.

The Teachers lost their first match in 36 starts this year to powerful Oklahoma.

Iowa merits

To review the merits of the Iowa school: they won the National AAU champion three years running, and the National intercollegiate Champion and NCAA Championships in 1950.

Keith Young, who wrestles either 154 or 157, is the standout on the Teachers' mat squad. In his college career he has been AAU champion three years while coping NCAA laurel twice.

Charlie Mancuso will be out to make amends after being pinned in his last match against Wartburg. Brother Frank, if Grau doesn't wrestle, will cut to 137 in preparation for tournament competition in the spring.

Yelkin posts list for baseball

Baseball Coach Virgil Yelkin asks all men who were unable to attend the baseball meeting held in the Fieldhouse last Wednesday afternoon to sign up immediately.

There will be a roster posted in the office hall of the Fieldhouse until Feb. 17. Next Friday is the deadline for signing up for baseball.

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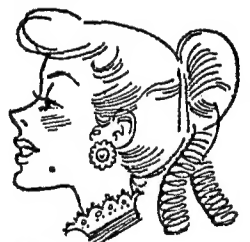
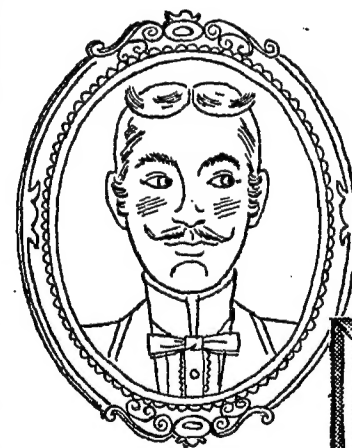
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Sigma Phi Epsilon to install Alpha Sigma Lambda Feb. 17

Ceremonies to go national to take place at Fontenelle Hotel; banquet will follow

Final plans for its nationalization with Sigma Phi Epsilon were discussed at the Alpha Sigma Lambda fraternity meeting Tuesday. The ceremonies will take place Feb. 17 and 18 at the Fontenelle Hotel.

The committees and chairmen for the event are: transportation, Al Zack; hospitality, Bill Glickfield; dance, Erwin Schultz; reception, Glenn Margrit; food, Dick Carson; and banquet, Burt McMullan.

The initiation ceremony will begin in the morning of Feb. 17. It will be followed by a banquet at the hotel for the visiting Sigma Phi Epsilon officials, the Alpha Sigma Lambda members and guests. A dance will close Saturday's activities.

Sunday, Feb. 18, the new Sig Ep

chapter will be installed. A reception will follow the ceremony. Guests at the reception will be Omaha U officials, the presidents of the other fraternities and sororities, the Alpha Sig Mothers' Club and parents of the members.

Also included in the initiation will be the alumni of Alpha Sig who wish to affiliate with Sig Ep. The group's sponsors, Dr. L. O. Taylor and John W. Kurtz, are also going national. Rolland F. Wellman has assisted the fraternity as a representative of the Ak-Sar-Ben Sig Ep Alumni Association.

Invitations for initiating teams have been sent to the University of Nebraska, Iowa State College and Baker University chapters of Sig Ep.

Phi Ep's to present dance tomorrow night

The "St. Valentine's Fling" will be presented by Phi Epsilon Pi tomorrow night.

The dance is for members of the fraternity and their dates. It will be held at the Blackstone Hotel in the Garden Room. A jukebox will furnish the music. Sandwiches, cheesecake and coffee will be served.

Leonard Lefitz is in charge of the dance. His committee consists of Harvey Cooper, Paul Saltzman and Jerry Roistein. The room will be decorated in Valentine array.

The Phi Eps' discussed their coming calendar at their meeting Wednesday night. It was held at Bob Rubenstein's home.

A formal initiation for pledges will be held Feb. 18 at the Rome Hotel. Initiation ceremonies will take place from 2 to 6 p. m. A banquet will follow from 6 to 10 p. m.

A Mother-Son reception will be given Feb. 21 in the faculty clubroom from 8 to 10 p. m.

Omicron Delta Kappa will initiate Hampton, Madden on Wednesday

Delta Sigs' to hear Knapp talk at meet

Delta Sigma Pi, national business fraternity, will hear Mr. Harry Knapp speak at their professional business meeting Wednesday night.

Mr. Knapp, a representative Western Reference and Bond, will talk on "Value of Accounting Knowledge in Business Management and Sales." Alumni of the fraternity are invited to attend.

Preference Day for prospective pledges will be Feb. 19.

Theta elects Elmore

Dave Elmore was elected temporary sergeant at arms of Theta Phi Delta at the fraternity's business meeting Tuesday night.

Elmore replaces Don Siebler who has left school to enter the service. Items of business included rushing and Maie Day preparations.

Omicron Delta Kappa, men's national honorary society, will initiate two new members Wednesday afternoon.

Gene Hampton and John Madden are the two seniors who will be initiated. They were tapped Dec. 12 by announcement in the bookstore window.

The initiation ceremonies will be held in room 100 at 4 p. m. Gordon Severa, president, will be in charge of the formal ceremony.

Hampton has served as a member of the Student Council and as a class officer. He is pledge master of Theta Chi fraternity and participates in intramural sports. Hampton is a psychology major.

Madden transferred back to OU this fall from the University of Michigan. He is a member of the debate team and Pi Kappa Delta, national debate society. He is also a member of Alpha Phi Omega and Phi Eta Sigma honor society.

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IN LIFE

"EASIEST TEST IN THE BOOK"

TULANE STUDENT JIM OWENS '52 MAKES TOBACCO GROWERS
MILDNESS TEST, THE TEST YOU CAN MAKE YOURSELF

OPEN 'EM



OPEN A PACK of Chesterfields. Compare them with the brand you've been smoking.

SMOKE 'EM



SMOKE CHESTERFIELDS—they do smoke milder, and they leave NO UNPLEASANT AFTER-TASTE.

CHESTERFIELD

SMELL 'EM



SMELL CHESTERFIELD'S milder aroma. Prove—tobaccos that smell milder, smoke milder.



LEADING
SELLER IN
AMERICA'S
COLLEGES

PHOTOGRAPHS
TAKEN ON
CAMPUS